

<i>SERFF Tracking Number:</i>	<i>UHLC-126242242</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>43064</i>
<i>Company Tracking Number:</i>	<i>AS2504</i>		
<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS05G.001 Plan A</i>
	<i>Plans</i>		
<i>Product Name:</i>	<i>Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>Provider Packet/Value Packet Ads/AS2504</i>		

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement	SERFF Tr Num: UHLC-126242242	State: Arkansas
TOI: MS05G Group Medicare Supplement - Standard Plans	SERFF Status: Closed-Filed	State Tr Num: 43064

Sub-TOI: MS05G.001 Plan A	Co Tr Num: AS2504	State Status: Filed-Closed
Filing Type: Advertisement		Reviewer(s): Stephanie Fowler
	Author: Michelle Ambach	Disposition Date: 08/19/2009
	Date Submitted: 07/27/2009	Disposition Status: Filed

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: Provider Packet/Value Packet Ads
 Project Number: AS2504
 Requested Filing Mode: Review & Approval
 Explanation for Combination/Other:
 Submission Type: New Submission
 Overall Rate Impact:
 Filing Status Changed: 08/19/2009

Status of Filing in Domicile: Pending
 Date Approved in Domicile:
 Domicile Status Comments:
 Market Type: Group
 Group Market Size: Large
 Group Market Type: Association
 Explanation for Other Group Market Type:
 State Status Changed: 08/19/2009
 Created By: Michelle Ambach
 Corresponding Filing Tracking Number:

Deemer Date:
 Submitted By: Michelle Ambach
 Filing Description:

This Invitation to Inquire is a Medicare Supplement Advertisement. The AARP Provider Packet offers the members an opportunity to make use of the variety of services, discounts and values available immediately after they join or renew. The Valpak print advertising is mailed in a Valpak envelope to advertise our product. The Policy Form Number GRP79171 GPS-1 appears on the enclosed advertisements under the Legal Disclosure/Disclaimer paragraph.

Final production of the enclosed advertising will show the component number on the bottom left hand corner of the first page.

SERFF Tracking Number: UHLC-126242242 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 43064
 Company Tracking Number: AS2504
 TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
 Plans
 Product Name: Medicare Supplement
 Project Name/Number: Provider Packet/Value Packet Ads/AS2504

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
 680 Blair Mill Rd. 215-902-8444 [Phone]
 Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
 450 Columbus Boulevard Group Code: 707 Company Type: Life and Health
 PO Box 150450 Group Name: State ID Number:
 Hartford, CT 06115-0450 FEIN Number: 36-2739571
 (860) 702-5000 ext. [Phone]

Filing Fees

Fee Required? Yes
 Fee Amount: \$125.00
 Retaliatory? No
 Fee Explanation: STATE REQUIRED FILING FEE
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$125.00	07/27/2009	29451094

SERFF Tracking Number: UHLC-126242242 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:* 43064
Company Tracking Number: AS2504
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans
Product Name: Medicare Supplement
Project Name/Number: Provider Packet/Value Packet Ads/AS2504

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	08/19/2009	08/19/2009

SERFF Tracking Number:	UHLC-126242242	State:	Arkansas
Filing Company:	UnitedHealthcare Insurance Company	State Tracking Number:	43064
Company Tracking Number:	AS2504		
TOI:	MS05G Group Medicare Supplement - Standard	Sub-TOI:	MS05G.001 Plan A
	Plans		
Product Name:	Medicare Supplement		
Project Name/Number:	Provider Packet/Value Packet Ads/AS2504		

Disposition

Disposition Date: 08/19/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-126242242 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 43064

Company Tracking Number: AS2504

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans

Product Name: Medicare Supplement

Project Name/Number: Provider Packet/Value Packet Ads/AS2504

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes

SERFF Tracking Number: UHLC-126242242 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 43064

Company Tracking Number: AS2504

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans

Product Name: Medicare Supplement

Project Name/Number: Provider Packet/Value Packet Ads/AS2504

Form Schedule

Lead Form Number: AS2504

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/19/2009	AS2504	Advertising PRINT AD	Initial		45.000	AS2504_all statesprovpak .pdf
Filed 08/19/2009	SA25004	Advertising PRINT AD	Initial		45.000	SA25004_all statesprovpak .pdf
Filed 08/19/2009	SA25005	Advertising PRINT AD	Initial		45.000	SA25005_all statesprovpak .pdf
Filed 08/19/2009	SA25006	Advertising PRINT AD	Initial		45.000	SA25006_all statesvalpak.p df
Filed 08/19/2009	SA25007	Advertising PRINT AD	Initial		45.000	SA25007_all statesvalpak.p df

Medicare supplement insurance
offer exclusively for AARP members.

Carry this card?



Get this card.

Look inside for details.

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer. AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). **Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

This is a solicitation of insurance. An agent may contact you.

AARP | Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

AS2504

AARP® Medicare Supplement Insurance Plans

You could save up to thousands in out-of-pocket expenses.*

Call a Customer Service Representative to learn how AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, can help you with some of the expenses Medicare doesn't pay. Consider the only Medicare supplement insurance plans endorsed by AARP.

- Range of plans
- Competitive rates for AARP members
- Ability to apply anytime — year-round
- Choose any doctor or hospital that accepts Medicare
- No referrals ever needed for specialists
- Virtually no claim forms

Call for a free information kit.
1-XXX-XXX-XXXX, code XXX.
TTY: XXX

*Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2008.
<http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf>
(15 Jan, 2009) p. 63,65



CUT OUT AND SAVE.

*customer service
Representative
1-XXX-XXX-XXXX,
code XXX
TTY: XXX*

AARP® | Medicare Supplement Plans
insured by **UnitedHealthcare
Insurance Company**

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This is a solicitation of insurance. An agent may contact you.

I thought when I enrolled in Medicare, all of my medical expenses would be paid –



then I got a bill from the hospital.

AARP® Medicare Supplement Insurance Plans.

[See inside >](#)

Learn More about AARP Medicare Supplement Plans.

- An AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, helps cover some of the 20% of out-of-pocket costs not paid by Medicare Part B.
- Keep your relationships with those medical professionals you know and depend on who accept Medicare.
- Get the care you need, when you need it, from any doctor wherever you are in the U.S.



Call now for a free AARP Medicare Supplement information kit.

X-XXX-XXX-XXXX CODE:XXX

TTY: XXX

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brokers, representatives or advisors.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations. available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.

Federal Medicare Program. Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be

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to evaluate your needs.

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purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

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Medicare Supplement Plans | insured by **UnitedHealthcare Insurance Company**



Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

When I found out Medicare doesn't pay for everything, I called about an AARP® Medicare Supplement Insurance Plan.

Call a Customer Service Representative at 1-XXX-XXX-XXXX, code XXX for a free information kit.



Find out how an AARP Medicare Supplement Insurance Plan can help with some of the costs not paid by Medicare.

The simple fact is Medicare Part B only pays about 80% of your medical expenses.

Think about it. That means you could end up paying thousands of dollars out of your own pocket.* An AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, can help cover some of what Medicare doesn't pay.

So call a Customer Service Representative at **1-XXX-XXX-XXXX, code XXX**. They're standing by to answer your questions.

Choose an AARP Medicare Supplement Plan.

- ✓ **The only Medicare Supplement plans endorsed by AARP.**
- ✓ **Choices.** Choose your own doctor or hospital that accepts Medicare. And see specialists without referrals.
- ✓ **Competitive pricing.** A range of plans to help fit your needs and budget.
- ✓ **Virtually no claim forms.**



Call now for your information kit. Plus, get a free guide to Medicare. 1-XXX-XXX-XXXX, code XXX. TTY: XXX

*Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2008. <http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf> (15 Jan, 2009) p. 63,65

Did you know Medicare only pays about
80% of your Part B medical expenses?
Get help covering some of the rest.

Call now and
receive a FREE guide
to Medicare.

Learn more about an AARP® Medicare Supplement Plan,
insured by UnitedHealthcare Insurance Company.
1-XXX-XXX-XXXX, code XXX



Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

Choose an AARP Medicare Supplement Insurance Plan.

- ✓ **AARP-endorsed.** The only Medicare supplement insurance plans endorsed by AARP.
- ✓ **Choices.** Choose any doctor or hospital that accepts Medicare. And see specialists without referrals.
- ✓ **Competitive pricing.** A range of plans to help fit your needs and budget.
- ✓ **Easy enrollment.** Call for your free information kit and free guide to Medicare.

**Call for your free information kit and Medicare guide at
1-XXX-XXX-XXXX, code XXX. TTY:XXX**



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be confident in the

{who what where when why}

of your Medicare options

why { Medicare alone could leave you with various out-of-pocket expenses. An AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, can help. You'll get the insurance you need and limit your out-of-pocket costs.

Request your free AARP Medicare Supplement Insurance information kit now. Call **X-XXX-XXX-XXXX**, code **XXX**.

AARP Medicare Supplement Insurance Plans.

- who** Anyone turning 65 or older and on Medicare can apply for these plans
- what** Get help paying co-pays and co-insurance not paid by Medicare
- where** Go to any doctor or hospital that accepts Medicare
- when** Plans to use when at home or travelling in the U.S. No networks to worry about.

Call to get your free information kit, even if you're not an AARP member.* **X-XXX-XXX-XXXX**, code XXX TTY: XXX



Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

*This is a group Medicare supplement policy and you must be an AARP member to purchase this product.

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